

11. Does an Instruction Booklet Come With This? – Implementing the Program

Make the teen summer reading program easy to implement with minimal staff time. The easiest method of conducting the program is to have participants pick up a reading record (which can serve as a registration form), complete the requirements, fill out the record and turn it in. Examples of reading records are included in the appendix. As part of your planning process you will have decided how to collect the records and distribute incentives. Consider the alternatives below, then pick elements of each to create the most appropriate method for your library and your teens.

Basic

- ✓ Print all the information and rules for the program on the reading records.
- ✓ Have reading records on display and readily available.
- ✓ Have a decorated box or other container in the young adult or adult services area of the library in which participants can drop completed records.
- ✓ Hold two or three drawings for small prizes.
- ✓ Post the winners names in the young adult or adult area.
- ✓ Notify winners by letter, post card or phone. Tell them when and where to pick up their prize.
- ✓ All participants receive the same type prize. Examples include a variety of food and recreation coupons, paperback books, hats, t-shirts, or different colored Frisbees.

Intermediate

- ✓ Let participants turn cards in at a designated service desk (NOT the children's desk!). Staff can collect the reading records and hand participants a new, blank record.
- ✓ Staff can also offer participants free pencils, pens, bookmarks, or other small prize each time they turn in a reading record.
- ✓ Have a variety of fun prizes for winners to choose from. Examples include paperbacks, yo-yos, cards, jewelry kits, colored pencils, softballs, fabric paint. Encourage staff to interact with winners as they pick out their prize.

Advanced

- ✓ Offer participants a free fast food coupon (or other donated or inexpensive prize) for each reading record they turn in.
- ✓ Offer different levels of prizes. Let winners “pick a number” from a hat to determine which prize box they get to pick from.
- ✓ Have a “kick-off” party to start the program.
- ✓ Hold a Grand Prize drawing.
- ✓ Have a pizza party to end the program. Pick your grand prizewinner at the party.
- ✓ Send pictures of the winners to the local newspaper or publish in your staff newsletter (ask their permission first). Be sure the winners receive copies of the articles.

Remember...

You want to get participants into the library as often as possible. Frequent drawings bring them in to pick up prizes. Small incentives for each reading record or visit can really boost participation.

Have good prizes! Good prizes are prizes that appeal to your teens. They don't have to be expensive!